



**Senior Communications Coordinator**  
**The Leapfrog Group**  
**Washington, DC**

**Summary**

The Leapfrog Group is a highly visible, national nonprofit organization representing private sector purchasers of health care who advocate improvements in the quality and efficiency of health care ([www.leapfroggroup.org](http://www.leapfroggroup.org)). We are currently seeking candidates for the position of Senior Communications Coordinator, reporting to the Director of Communications & Development. This position will be responsible for assisting with external communications to Leapfrog's wide base of purchaser, hospital, and consumer stakeholders; will enhance and grow Leapfrog's social and digital media presence; will motivate and grow Leapfrog's membership; and will contribute creative communication strategies and sound business ideas to our small entrepreneurial organization, known for its outsized achievements.

You will have a record of achievement in a cause you care passionately about and will demonstrate accomplishment in marketing and communications activities that led to real results. You will also be a team player with excitement about Leapfrog's mission, experience and interest in health care, and an innovative spirit. For more information about The Leapfrog Group, please visit [www.leapfroggroup.org](http://www.leapfroggroup.org).

**Job Description and Objectives for Performance**

**1. External communications strategy and implementation**

- Enhance Leapfrog's strong presence on social media networks, including increasing followers, facilitating interaction with other users, and connecting to stakeholders
- Oversee updates and design of The Leapfrog Group and Leapfrog Hospital Safety Grade websites, including oversight of Leapfrog's external web development team
- Oversee Leapfrog's monthly electronic newsletter, including providing content and writing articles for inclusion
- Work closely with Leapfrog's public relations firm on press release development, media pitching and outreach strategies
- Draft communication and mailing materials, including PowerPoint presentations for management staff, brochures, letters, and other collateral
- Edit publications, articles, and blogs
- Help market Leapfrog's sales products, including performance benchmarking reports
- Closely monitor trends and thought leadership related to Leapfrog's positioning in health care in order to suggest public reaction and response

**2. Coordination of Leapfrog's multifaceted membership activities**

- Develop strong and effective relationships with Leapfrog's roster of regional business health coalitions to increase hospital participation and performance on Leapfrog's Hospital Survey and to increase employer engagement in Leapfrog's programs
- Contribute innovations and expertise to the strategic development of membership tools and resources and undertake updates, improvements, and innovations

- Assist in the creation and implementation of a robust member recruitment and retention plan to bring new purchasers into Leapfrog’s sphere of influence
- Ensure our roster of national and regional members grows in both size and influence
- Provide assistance to Leapfrog’s membership of purchasers and business coalitions to assist in identifying high-performing hospitals as well as identify overall market trends
- Engage in regular communications with members, assess their needs, evaluate our current ability to meet them, and recommend changes accordingly

### **3. Meeting and event management.**

- Oversee planning of key Leapfrog meetings
- Schedule and facilitate regular calls, webinars and meetings with key Leapfrog constituents, including stakeholder coordination, agenda setting, and minutes recording
- Recruit speakers, sponsors, and attendees for Leapfrog’s Annual Meeting
- Bring a highly organized and creative approach to event planning

### **4. Achieve results within a team.**

- Support leadership in communications and organization-wide strategic planning
- Lend leadership and insight to organization-wide projects outside membership and communication activities as necessary
- Provide insight and technical assistance at various stages of a project from pre-implementation planning and meeting scheduling to post-event and program evaluation
- Demonstrate a detailed understanding of The Leapfrog Group, the Leapfrog Hospital Safety Grade, the Leapfrog Hospital Survey, and other initiatives to be able to expertly advise staff and external stakeholders
- Represent Leapfrog at key meetings and events

### **Requirements**

- Minimum of 2-3 years’ experience with proven accomplishments in project coordination and communications
- Achievements managing or coordinating social media for an initiative or organization
- Strong preference for experience with a website development platform such as Drupal or WordPress, as well as Photoshop and InDesign proficiency
- Bachelor’s degree, preferably in a communications field
- Knowledge of the movement for health care quality, safety, and transparency
- Advanced written and oral communications skills

This will be a full-time position based in the Washington, DC, office. A competitive salary will be offered, reflective of the chosen candidate’s experience and training. The Leapfrog Group offers its employees a comprehensive and highly competitive benefits package, including: health, dental/vision, disability, and life insurance; a 401(k) with significant employer contributions; transit subsidy; and paid vacation and parental leave.

### **Application Procedure**

Send resume and cover letter highlighting relevant key accomplishments to [HR@leapfroggroup.org](mailto:HR@leapfroggroup.org) with subject line “Senior Communications Coordinator”. Incomplete applications will not be considered.